IN THE CLAIMS

Please cancel Claims 17 – 35 without prejudice, amend Claims 36 and 37, and add new Claims 39 – 58 as follows:

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1. – 35. (Canceled)

36.   (Currently amended) A method for facilitating a hotel reservation, comprising:

populating a database with a plurality of participating bidders;

configuring a plurality of reverse auction parameters;

10   providing an online form to receive postings from a plurality of potential buyers;

performing a reverse auction in accordance with at least one said reverse auction parameter to order a plurality of bids ~~received~~ from said plurality of participating bidders;

transmitting an offer to at least one of said plurality of potential buyers, wherein said offer ~~is generated from~~ <u>comprises</u> an accepted bid;

15   wherein said reverse auction allows at least one said participating bidder to submit more than one said bid in response to said posting; and

providing contact information for a bidding party of said accepted bid to <u>said at least one of said plurality of potential buyers to</u> enable direct communication with <u>said bidding party</u> ~~a posting party~~ of said accepted bid to complete the transaction.

20   37.   (Currently amended) The method of Claim 36, wherein at least one bid in said plurality of bids <u>comprises</u> [[is]] an automated bid.

38.   (Previously presented) The method of Claim 36, wherein said plurality of bids includes a first bid and a second bid, wherein said plurality of participating bidders comprises a first bidder and a second bidder, and wherein said first bid is hidden from said second bidder.

25   39.   (New) A system for facilitating travel transactions, said system comprising:

one or more server apparatus, each comprising a computer readable medium comprising instructions that when executed by said one or more server apparatus, collectively perform the method comprising;

receive a posting associated with a potential buyer;

30   execute a reverse auction application in response to said posting;

receive one or more bids from one or more bidding parties;

selectively order said one or more bids using said reverse auction application; and

provide contact information for a bidding party of an accepted bid of said one or more bids to said potential buyer.

40.   (New) The system of Claim 39, wherein at least one of said one or more bids comprises an automated bid.

41.   (New) The system of Claim 40, wherein said automated bid comprises said accepted bid.

42.   (New) The system of Claim 39, wherein said travel transactions comprise hotel room transactions, and said posting comprises a plurality of posting attributes, said posting attributes including at least three of: (a) a number of rooms; (b) a target star rating; (c) a preferred price; (d) a room type; (e) a location; (f) a check-in date; (g) a number of nights; (h) a meeting space requirement; and (i) a banquet space requirement.

43.   (New) The system of Claim 39, wherein said posting comprises a description for a plurality of hotel rooms.

44.   (New) The system of Claim 39, wherein said accepted bid comprises a description for a plurality of hotel rooms.

45.   (New) The system of Claim 39, wherein at least one of said one or more servers further comprises a bidding entity, said bidding entity capable of submitting more than one bid in response to said posting.

46.   (New) The system of Claim 39, wherein said posting is received from a posting entity, and said accepted bid does not necessarily comprise a lowest bid from said one or more bids.

47.   (New) The system of Claim 39, wherein said posting is received from a posting entity, and wherein said posting entity comprises a group travel coordinator.

48.   (New) The system of Claim 39, wherein:

said one or more bidding parties comprises a first bidding party and a second bidding party, and said one or more bids comprises a first bid and a second bid; and

wherein said first bid is submitted by said first bidding party, and said second bid is submitted by said second bidding party.

49.   (New) The system of Claim 48, wherein said first bid is hidden from said second bidding party.

50.   (New) The system of Claim 48, wherein said first bid is shown to said second bidding party.

51.   (New) The system of Claim 39, further comprising at least one instruction that when executed by said one or more server apparatus displays said one or more bids in real-time.

52.   (New) The system of Claim 39, wherein:

said one or more bidding parties comprises a plurality of bidding parties, and said system further comprises a plurality of membership forms from at least a portion of said plurality of bidding parties; and

each said bidding party submitting said one or more bids is associated with at least one of said plurality of membership forms.

53.   (New) The system of Claim 39, wherein each of said one or more bids is associated with at least one bid submission form.

54.   (New) The system of Claim 39, further comprising at least one instruction that when executed by said one or more server apparatus receives an acceptance from a posting entity.

55.   (New) A computer server for facilitating the creation of a travel reservation, said computer server, comprising:

a buyer interface module comprising a plurality of buyer entry receiving request fields, said buyer interface module being accessible by a first remote computer;

a bidder interface module comprising a plurality of bidder entry receiving request fields, said bidder interface module being accessible by a second remote computer; and

a reverse auction module executable by said computer server comprising a reverse auction heuristic, said reverse auction module using at least a portion of data received via said buyer interface module and/or said bidder interface module as an input for said reverse auction heuristic;

wherein said plurality of buyer entry receiving request fields comprises a bid duration request field; and

wherein said computer server provides contact information to a user of said buyer interface module to enable direct communication with a user of said bidder interface module.

56. (New) The computer server of Claim 55, wherein said computer server does not provide said contact information until said buyer interface module receives a qualification confirmation from a buyer.

57. (New) The computer server of Claim 55, wherein a duration entered in said bid duration request field by said user is chosen by said user from a near limitless number of possibilities.

58. (New) The computer server of Claim 55, wherein said travel reservation comprises a hotel reservation.